Ideation Phase Define the Problem Statements

Date	26 September 2022		
Team ID	PNT2022TMID31589		
Project Name	Project - Plasma Donor Application		
Maximum Marks	2 Marks		

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

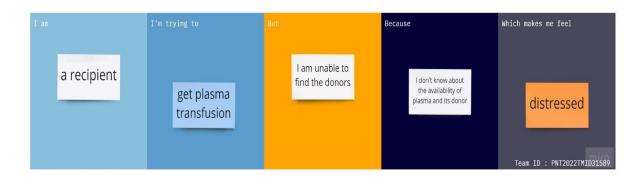
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

lam	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "Job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way — what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Example: Plasma Donor Application

PROBLEM STATEMENT:

Plasma is the liquid component of blood and makes up 55% of the total blood volume. It is important for maintaining body functions. Plasma donation replaces lost blood and plasma in the body when a large amount of blood is lost due to surgery, accident, or immunodeficiency. During the COVID-19 crisis, the need for plasma became a higher priority and the number of donors decreased. A productive measure can be made to help the needy by saving donor information and keeping up-to-date donor lists. With this issue in mind, an application has been built to collect and store donor data and provide information on demand.



Problem	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	a donor	donate	I do not	I am	upset
		plasma	know the	unaware of	
			procedure	plasma	
				donation	
PS-2	a recipient	get plasma transfusion	I am unable to find the donors	I am unaware of the availability of plasma and its donor	distressed